LEO BURNETT COMPANY, *Inc.*

Ad No. 160—Req. No. 18161—⅓ page—B&W

2¼ x 10 in.— Argosy, 1962
True, 1962
Field & Stream, 1962 (B)
American Legion, 1962

HOW MANY PIPES DO YOU NEED?

At least two if only to do justice to the Rule of Pipe Rotation—that is, change pipes at intervals so that continuous smoking doesn't scorch the bowl and shank.

But let's face it, a half dozen pipes is a better and more realistic number. (Of course, the more the merrier!)

How often should you switch pipes? Every 4-6 pipefuls, depending on the heat of the pipe and the taste you're getting.

Like a good wife, a pipe is a friend and companion for life.

THE PIPE TOBACCO THAT STAYS LIT

Bond Street Pipe Tobacco keeps burning because of its old English cut—a combination of flakes for even-burning and cubes for slower-burning. You'll like its aroma of fine imported and domestic tobaccos, too.

Disagreements between pipe-smokers usually go up in smoke.

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